



PATENT  
Customer No. 25,537  
Docket No. 99-836 RCE1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
)  
James Howard DREW et al. ) Group Art Unit: 3639  
)  
Application No.: 09/593,118 ) Examiner: Robinson Boyce, Akiba K  
)  
Filed: June 13, 2000 ) Confirmation No. 5555  
)  
For: A METHOD FOR EVALUATING )  
CUSTOMER VALUE TO GUIDE )  
LOYALTY AND RETENTION )  
PROGRAMS )

**Mailstop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION**

This paper is responsive to the Office Action mailed June 2, 2006 — the period for response having been extended to December 2, 2006, by a Petition for Extension of Time of three (3) months and fee payment. No claims are amended. Remarks begin on page 2 of this paper.